Investment Idea / IPO Note

Oasis Home Holdings Berhad

Shopping within your Oasis

By Crystal Chin

BUY

IPO Price: RM0.28

Fair Value: RM0.32

Oasis Home Holdings Berhad (OHM, 0357), is as one of the first Malaysian live commerce businesses to list on Bursa Malaysia's ACE Market. We project OHM to register core net earnings of RM11.5m and RM14.5m for FY25F and FY26F. BUY with a fair value of RM0.32, premised on a weighted average 11x PER (slight discount to Bursa Consumer Product Index PE of 14x) on FY26F EPS.

OHM is an omni-channel lifestyle brand specializing in consumer products spanning across home, beauty, and wellness categories. Founded in 2010, the company has grown into a digital-first retail player, integrating live commerce, e-commerce platforms, and physical experience centres. The group's offers over 5,200 stock keeping units (SKUs), comprising of 43% in-house brands and 57% third-party products. The group operates 13 high-converting livestreams that generate more than 75% of total revenue via platforms like Facebook and TikTok with a combined online following of over 690,000.

OHM targets Malaysian households, value-conscious online shoppers, and B2B clients. Its loyalty rewards programme drives high repeat purchase rates and strong ecosystem stickiness. As of 26 March 2025, OHM recorded 2,447 active members and 1,033 active affiliates contributing to customer retention and ongoing engagements.

With RM28m of IPO proceeds, OHM plans to expand operations by building a new fulfilment centre in Kuala Langat and a new headquarters in Sepang, while upgrading its live commerce infrastructure. These initiatives aim to enhance delivery efficiency, enable backend automation, and elevate the overall customer experience. The group is also investing in influencer-driven affiliate marketing and mobile showroom strategies to scale nationwide presence.

With Southeast Asia's live commerce market projected to grow at a 42.5% CAGR to USD76.6bn by 2027, OHM stands out as an early mover. Its agile supply chain, scalable content strategy, and lean cost structure (minimal physical retail presence, leveraging live commerce for direct sales, and keeping overheads low) position the company to ride this explosive growth wave in digital-first consumer retail.

OHM intends to pay dividend up to 30% of the profit in the future. Post-IPO, the group is expected to maintain a net cash position and continue delivering strong shareholder returns.

KLCI	1,573.02
YTD FBM KLCI change	-4.22%
YTD FBM SC Index change	-10.00%

Stock Information

Market Cap Upon Listing (RM'm)	140.00
Enlarged Share Capital (m)	500.00
Shariah Compliant	Yes

IPO Proceeds (RM'm)

Business expansion:	
- Live commerce sales channel	13.70
- Set-up of own fulfilment centre	3.60
- Set up of new HQ	2.00
Working capital	4.30
Estimated listing expenses	4.40
Total	**28.00**

Major Shareholders

Datuk Teoh Yee Seang	35.05%
Oasis Management Team	25.20%
Datin Tang Jing Wen	4.00%

Summary Earnings Table

FY Jun (RM'm)	2024A	2025F	2026F	2027F
Revenue	54.8	74.2	93.6	111.1
EBIT	10.8	15.4	19.5	23.1
Pretax profit	11.1	15.9	20.0	23.8
Net profit	**8.0**	**11.5**	**14.5**	**17.2**
Core net profit	**8.1**	**11.5**	**14.5**	**17.2**
Consensus	-	-	-	-
Core EPS (sen)	1.6	2.3	2.9	3.4
EPS growth (%)	57%	42%	26%	19%
DPS (sen)	0.00	0.70	0.90	1.00
PER (x)	17.3	12.2	9.7	8.1
BV/Share (RM)	0.12	0.15	0.18	0.18
ROE (%)	17.2%	18.1%	17.3%	17.6%
Div. Yield (%)	0.0%	2.5%	3.2%	3.6%

Sources: Prospectus, Rakuten Trade Research

COMMPANY	Definition
Buy	The stock return is expected to exceed the KLCI benchmark by more than 10% over the next 6-12 months.
Trading Buy	Short-term positive development on the stock that could lead to a re-rating in the share price and translate into an absolute return of 10% over the next 3-6 months. Trading Buy is generally for investors who are willing to take on higher risks.
Take profit	The stock return previously recommended has gained by >10%
Hold	The stock return is expected to be in line with the KLCI benchmark (+/- 5%) over the next 6-12 months.
Sell	The stock return is expected to underperform the KLCI benchmark by more than 10% over the next 6-12 months.
SECTOR	
Overweight	Industry expected to outperform the KLCI benchmark, weighted by market capitalization, over the next 6-12 months.
Neutral	Industry expected to perform in-line with the KLCI benchmark, weighted by market capitalization, over the next 6-12 months.
Underweight	Industry expected to underperform the KLCI benchmark, weighted by market capitalization, over the next 6-12 months.

Scoring model:

The in-house scoring model is derived from Rakuten Trade Research valuation matrix based on earnings growth, earnings visibility, business model, valuation, balance sheet, technical analysis, and shareholder value creation. Each parameter is given a specific weighting.

All buy calls are based on the research team's judgement. Investing is risky and trading is at your own risk. We advise investors to:

- read and understand the contents of the disclosure document or any relevant agreement or contract before investing;
- understand the risks involved in relation to the product or service;
- compare and consider the fees, charges and costs involved; and
- make your own risk assessment and seek professional advice, where necessary.

This document has been prepared for general circulation based on information obtained from sources believed to be reliable but we do not make any representations as to its accuracy or completeness. Any recommendation contained within does not have regard to the specific investment objectives, financial situation and the particular needs of any specific person who may read this document. This is not to be taken in substitution for the exercise of judgement by addressees and further shall not be re-distributed to any other third party. Rakuten Trade Sdn Bhd accepts no liability whatsoever for any direct or consequential loss arising from any use of the contents within or any solicitations of an offer to buy or sell any securities. Rakuten Trade Sdn Bhd and its associates, their directors, and/or employees may have positions in, and may affect transactions in securities mentioned herein from time to time in the open market or otherwise, and may receive brokerage fees or act as principal or agent in dealings with respect to these companies.

Published:

Kenny Yee Shen Pin
Head of Research